Sales Force Management 2nd edition Rich Test Bank

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Sales Force Management (2nd)

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Total Questions: 50

Multiple Choice (25)

Q1. *[Multiple Choice] · Cognitive Domain: Knowledge*

The textbook defines inside sales as being similar to _____.

a) business-to-consumer sales
b) e-commerce
c) telemarketing ✓ correct
d) across-the-counter selling

Q2. *[Multiple Choice] · Cognitive Domain: Application*

When a student goes to the college book store to buy a sweatshirt, the type of selling involved in the situation is called _____.

a) telemarketing
b) across-the-counter selling ✓ correct
c) outside selling
d) inside/outside selling

Q3. *[Multiple Choice] · Cognitive Domain: Application*

Which of the following is the best example of selling for the purpose of incorporation?

a) Avon selling lipstick to women consumers.
b) Xerox selling a photocopier to Eli Lilly Pharmaceuticals.
c) Goodyear selling tires to Tire America.
d) Owens Illinois selling custom-fit windshields to Ford for its Mustang. ✓ correct

Q4. *[Multiple Choice] · Cognitive Domain: Application*

Which of the following is the best example of selling for the purpose of consumption?

a) P&G selling Tide laundry detergent to Walmart.
b) Steel mill selling steal poles to a manufacturer of swing sets.
c) Xerox selling a photocopier to BGSU. ✓ correct
d) Goodyear selling tires to Tire America.

Q5. *[Multiple Choice] · Cognitive Domain: Application*

Which of the following is the best example of selling for the purpose of resale?

a) Avon selling lipstick to women consumers.
b) Maintenance company selling snow plowing service to Walmart.
c) Xerox selling a photocopier to Eli Lilly Pharmaceuticals.
d) Goodyear selling tires to Tire America. ✓ correct

Q6. *[Multiple Choice] · Cognitive Domain: Knowledge*

Relationship selling is _____.

a) focused on generating new accounts
b) more the responsibility of the sales manager than the salesperson
c) building long-term associations with a select number of carefully chosen accounts ✓ correct
d) reminiscent of the backslapping, joke-telling sales professional of days gone by

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Q7. *[Multiple Choice] · Cognitive Domain: Application*

Peter is a door-to-door salesperson of cleaning products. He will sell to anyone and is focused on getting orders from new customers (he has essentially no repeat business). In other words, Peter is engaged in _____ selling.

a) transaction ✓ correct
b) consultative
c) relationship
d) social

Q8. *[Multiple Choice] · Cognitive Domain: Knowledge*

Value-added components are _____.

a) sales promotion giveaways
b) things such as service which enhance the product ✓ correct
c) parts or equipment that are added to the product
d) usually include only insurance and delivery

Q9. *[Multiple Choice] · Cognitive Domain: Application*

Taylor works for Owens Corning and is on a team that sells insulation products to Home Depot, which resells these products to consumers. Taylor is a _____.

a) consultative seller
b) key account seller ✓ correct
c) missionary sales rep
d) new business seller

Q10. *[Multiple Choice] · Cognitive Domain: Application*

Lisa is a sales engineer for Exxon. She is a product specialist that helps customers solve a variety of technology problems. Lisa is a _____.

a) key account seller
b) new business seller
c) sales support rep ✓ correct
d) retail associate

Q11. *[Multiple Choice] · Cognitive Domain: Application*

Kelly is a rep that works for Merck pharmaceuticals and calls on cardiologists--and thus would be called a _____.

a) missionary seller ✓ correct
b) sales engineer
c) key account seller
d) new business seller

Q12. *[Multiple Choice] · Cognitive Domain: Application*

Which of the following is the best example of a missionary salesperson?

a) pharmaceutical rep calling on doctors ✓ correct
b) rep for a sporting goods wholesaler who calls on sporting goods stores
c) travel agent that arranges and conducts tours, including driving the tour bus
d) rep who delivers cases of Coca-Cola from bottler to local stores

Q13. *[Multiple Choice] · Cognitive Domain: Knowledge*

The _____ seller focuses on prospecting for customers and generating new accounts. The customer might then be turned over to _____.

a) key account; sales support
b) new business; sales support ✓ correct
c) new business; order taker
d) key account; delivery seller

Q14. *[Multiple Choice] · Cognitive Domain: Knowledge*

Which of the following terms best describes the new breed of professional salesperson?

a) missionary sales rep
b) sales engineer
c) territorial order taker
d) marketing consultant ✓ correct

Q15. *[Multiple Choice] · Cognitive Domain: Application*

Scott the sales manager has introduced a number of new rules for his sales force--and his salespeople strongly dislike these new rules because they prohibit a variety of discounts that their customers were used to. Customers are complaining, and the salespeople are stressed out due to increased role _____.

a) ambiguity ✓ correct
b) conflict
c) rejection
d) clarity

Q16. *[Multiple Choice] · Cognitive Domain: Analysis*

Which of the following is true about the new-style salespeople?

a) They are focused more on sales than profits.
b) They have greater autonomy to make decisions for their customers. ✓ correct
c) They care more about the product, and less about their customer's business
d) They delegate problem-solving to their support team.

Q17. *[Multiple Choice] · Cognitive Domain: Comprehension*

Today, to be successful as a sales manager, _____ skills are more important than _____ skills.

a) analytical; technology
b) evaluative; people
c) people; analytical ✓ correct
d) technology; people

Q18. *[Multiple Choice] · Cognitive Domain: Knowledge*

A useful generalization regarding the concept of administration is that _____.

a) management is an inherent trait; that is, it rarely can be learned
b) administration is a distinct skill, separated from technical ability in a given field ✓ correct
c) good managers are born, not made
d) to be a good manager of a given activity, you must be technically skilled in that activity

Q19. *[Multiple Choice] · Cognitive Domain: Knowledge*

With respect to the concept of administration, it is generally correct to say that _____.

a) management is a skill that can be learned ✓ correct
b) administration is an activity that is quite different from management
c) people who are technically skilled in performing a given activity make good administrators in that field
d) the fundamentals of administration in one field are usually different from the administrative principles in another field

Q20. *[Multiple Choice] · Cognitive Domain: Knowledge*

In firms which use a team selling approach, the first managerial type position is usually _____.

a) district sales manager
b) sales supervisor
c) client team leader ✓ correct
d) branch manager

Q21. *[Multiple Choice] · Cognitive Domain: Knowledge*

Which of the following is the likely job title of a staff sales management position?

a) account manager
b) director of sales training ✓ correct
c) chief sales officer
d) chief marketing officer

Q22. *[Multiple Choice] · Cognitive Domain: Comprehension*

The cost of managing and operating a sales force (i.e., the total expenses related to salespeople) is estimated to be _____ of total net sales.

a) 3%–4%
b) 8%–10%
c) 15%–20% ✓ correct
d) 25%–33%

Q23. *[Multiple Choice] · Cognitive Domain: Comprehension*

If a salesperson can make an appointment with a C-level executive, the sales process tends to be _____.

a) shorter ✓ correct
b) longer
c) more complex
d) diverse

Q24. *[Multiple Choice] · Cognitive Domain: Application*

ABC company has a hybrid sales force, which relates to which of the following challenges facing sales management?

a) globalization
b) CRM and SFA
c) diversity
d) complex channels of distribution ✓ correct

Q25. *[Multiple Choice] · Cognitive Domain: Application*

Sony Electronics sells its products through its own Sony retail stores, through traditional retail stores (like Best Buy), and through its website sony.com. This most directly relates to _____.

a) globalization
b) CRM and SFA
c) diversity
d) complex channels of distribution ✓ correct

True/False (15)

Q26. *[True/False] · Cognitive Domain: Knowledge*

The text defined sales management as the management of the personal selling component of an organization's marketing program.

a) True ✓ correct

b) False

Correct answer: True

Q27. *[True/False] · Cognitive Domain: Knowledge*

Most commonly, salespeople sell products that are a combination of goods and services.

a) True ✓ correct

b) False

Correct answer: True

Q28. *[True/False] · Cognitive Domain: Comprehension*

Outside sales forces are in business-to-business sales, but not business-to-consumer sales.

a) True

b) False ✓ correct

Correct answer: False

Q29. *[True/False] · Cognitive Domain: Knowledge*

The cost of managing and operating a sales force in most firms is a major cost of marketing and tends to be much more than the cost of advertising.

a) True ✓ correct

b) False

Correct answer: True

Q30. *[True/False] · Cognitive Domain: Comprehension*

Key account sellers tend to use transaction selling as opposed to relationship selling.

a) True

b) False ✓ correct

Correct answer: False

Q31. *[True/False] · Cognitive Domain: Comprehension*

New business sellers are maintenance salespeople that facilitate sales to consumers or business accounts that have already been established.

a) True

b) False ✓ correct

Correct answer: False

Q32. *[True/False] · Cognitive Domain: Knowledge*

Salespeople are among the few employees in a company that are authorized to spend company funds.

a) True ✓ correct

b) False

Correct answer: True

Q33. *[True/False] · Cognitive Domain: Knowledge*

Salespeople are largely responsible for implementing a firm's marketing strategies in the field.

a) True ✓ correct

b) False

Correct answer: True

Q34. *[True/False] · Cognitive Domain: Comprehension*

Personal selling today is quite different from what it was years ago in that involves significantly more joke-telling by the salespeople.

a) True

b) False ✓ correct

Correct answer: False

Q35. *[True/False] · Cognitive Domain: Knowledge*

Increasingly, sales managers are asked to manage multiple sales channels.

a) True ✓ correct

b) False

Correct answer: True

Q36. *[True/False] · Cognitive Domain: Knowledge*

A sales manager is first and foremost a manager--an administrator--and management is a distinct skill.

a) True ✓ correct

b) False

Correct answer: True

Q37. *[True/False] · Cognitive Domain: Knowledge*

An excellent salesperson will not always make a successful sales manager.

a) True ✓ correct

b) False

Correct answer: True

Q38. *[True/False] · Cognitive Domain: Knowledge*

Many organizations are becoming flatter, and thus have eliminated levels of management.

a) True ✓ correct

b) False

Correct answer: True

Q39. *[True/False] · Cognitive Domain: Comprehension*

CRM is an acronym that stands for Customer Risk Management.

a) True

b) False ✓ correct

Correct answer: False

Q40. *[True/False] · Cognitive Domain: Comprehension*

Because the topic of business ethics is such a difficult one to manage, it is better if sales executives do not get involved in this complex subject.

a) True

b) False ✓ correct

Correct answer: False

Essay (10)

Q41. *[Essay] · Cognitive Domain: Analysis*

What is the difference between relationship selling and transaction selling?

Suggested answer: *Sample response: Answers may vary. The process by which a firm builds long-term relationships with customers for the purpose of creating mutual competitive advantages is called relationship marketing, or relationship selling. Relationship selling is distinct from the traditional transaction selling, whereby salespeople focus on the immediate one-time sale of the product.*

Q42. *[Essay] · Cognitive Domain: Application*

Give an example of a sales position that would be at the low, mid, and high levels.

Suggested answer: *Sample response: Answers may vary. A low-level sales position would be an account executive. A mid-level sales position would be a national sales manager. A high-level sales person would be a CEO.*

Q43. *[Essay] · Cognitive Domain: Comprehension*

What skills do most effective sales managers possess?

Suggested answer: *Sample response: Answers may vary. The most effective sales managers possessed these skills:? Communication skills that include listening, dialogue, and understanding.? Knowledge (industry and business-related)? Interpersonal skills to relate better with the sales team (i.e., rapport and candor).*

Q44. *[Essay] · Cognitive Domain: Comprehension*

What areas do sales professionals need to develop greater expertise as we move into the future?

Suggested answer: *Sample response: Answers may vary. Specifically, sales professionals must develop greater expertise in the following areas: hiring after the great resignation; selling by, and to, exectuvies; technological advancement: customer relationship management (CRM) and sales force automation (SFA); sales force diversity; complex channels of distribution; changing international landscape; ethical behavior and social responsibility.*

Q45. *[Essay] · Cognitive Domain: Analysis*

How has selling been important to the U.S. economy?

Suggested answer: *Sample response: Answers may vary. First, just look at the number of sales jobs. According to the U.S. Bureau of Labor Statistics, there are about 14 million sales jobs in the United States--and sales jobs are predicted to experience substantial growth over the next decade. Second, the United States and global economy have entered a period of inflation and supply chain constraints. This means that the cost of goods and services are far outpacing what is normally expected and that it is becoming increasingly difficult to source raw materials.*

Q46. *[Essay] · Cognitive Domain: Analysis*

Explain how sales jobs differ from other jobs.

Suggested answer: *Sample response: Answers may vary. Let's take a closer look at some of the key differentiating features of a sales job:? The sales force is largely responsible for implementing a firm's marketing strategies in the field. ? Salespeople are among the few employees authorized to spend company funds. ? Salespeople represent their company to customers and to society in general. ? Salespeople represent the customer to their companies. ? Sales reps operate with little or no direct supervision and require a high degree of motivation. ? Salespeople frequently face rejection. ? Salespeople need more tact and social intelligence than other employees on the same level in the organization. ? Sales jobs frequently require considerable travel and time away from home and family. ? Salespeople have large role sets. ? Salespeople face role ambiguity, role conflict, and role stress. ? Salespeople are knowledge brokers.*

Q47. *[Essay] · Cognitive Domain: Analysis*

Describe the new type of sales representative that has emerged.

Suggested answer: *Sample response: Answers may vary. A new type of sales representative has emerged--a professional salesperson who is also a marketing consultant. This new breed works to relay consumer wants back to the firm so that appropriate products may be developed. Its representatives engage in a total consultative, non-manipulative selling; they are expected to solve customers' problems, not just take orders. The new-style reps also serve as territorial profit managers. They have the autonomy they need to make decisions that affect their own territory's profitability. Many decisions that in the past would have been made by the sales manager are today made by the salesperson. Salespeople are empowered to act in the best interests of their firms. A recent analysis of sales performance indicates that the best performing salespeople are skillful at managing complex information and implementing broader firm strategies at a micro-level (i.e., being truly customer focused in all aspects). To a large extent, technology has empowered salespeople to increase the quality of contact and service they provide to their customers by allowing them to tape into huge data banks.*

Q48. *[Essay] · Cognitive Domain: Analysis*

Describe the qualities to look for in a potential sales manager.

Suggested answer: *Sample response: Answers may vary. In identifying a potential sales manager, particularly from among the ranks of salespeople, some important qualities to look for are:? A willingness to share information.? Structure and discipline in work habits.? An ability to work well in teams or groups.? Skill at selling internally.? An ego that is not overinflated.? Knowing how to hire and place people in the right positions.*

Q49. *[Essay] · Cognitive Domain: Application*

Do you think management as a skill can be learned? Defend your answer.

Suggested answer: *Sample response: Answers may vary. Sales management is a skill that can be learned. One of the most crucial aspects of learning how to manage is learning how to effectively allocate resources. What this means is that an effective sales manager needs to understand how to place people where they need to be. The good news is that this is an acquirable skill, however, it will require a lifelong devotion to learning and growth. The most important thing you need at this point is an open mind and a willingness to learn.*

Q50. *[Essay] · Cognitive Domain: Application*

Why are you studying sales management?

Suggested answer: *Sample response: Answers may vary. The primary benefit of studying sales management is related to your career aspirations. There are more positions available in sales than in any other professional occupation. As a result, there are also a lot of sales management jobs in today's world. And the pay is usually much higher in sales management jobs than in other areas of management. You may be asked to do some sales forecasting for your territory or to offer suggestions regarding a proposed compensation or quota plan. All of these activities will require knowledge of sales management. In addition, there has been a strong trend in the development of collegiate sales programs. Graduates from sales programs typically stay in their jobs longer and perform better than their counterparts. Owing to this, sales management is likely to remain a solid career path with good advancement prospects.*